

SERIAL NO. 09/874,853

GROUP

UNITED STATES LETTERS PATENT

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

OTHER ART (INCLUDING AUTHOR, TITLE DATE, PERTINENT PAGES, ETC.)

5/15	ba	Communications of the ACM - "Electronic Shopping"; Gerald L. Lohse and Peter Spiller; July 1998/Vol. 41. No. 7, pp. 81-88.
5/16	bb	"Quantifying the Effect of User Interface Design Features on Cyberstore Traffic and Sales"; Gerald L. Lohse and Peter Spiller; CHI 98 18-23; April 1998, pp. 211-218.
5/17	bc	Shopper's Eye: "Using Location-based Filtering for a Shopping Agent in the Physical World"; Andrew E. Fano; 1998, pp. 416-421.
5/18	bd	"Opportunistic Exploration of Large Consumer Product Spaces"; Doug Bryan and Anatole Gershman; 1999 ACM, pp. 41-47.

EXAMINER

DATE CONSIDERED

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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.